

Setting Up Your Program For Success Through Community Outreach & Promotion

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Program Overview

United Way's Healthy Meals Program

- Sponsor of Unaffiliated Center
- Serve meals across 3 counties

Child & Adult Care Food Program (CACFP)

- 1,200 students per day
- 13 afterschool program sites
- Supper only

Summer Food Service Program (SFSP)

- Over 30,000 meals served during summer 2015
- 14 community sites
- Lunch and snack



Outreach & Promotion

Past Successes

- Letters to parents
- Outreach to community surrounding meal sites
- Flyers and banners
- Work with site staff to identify children who may benefit from the program
 - Encourage walk-ins or siblings of students to participate in meal program



Outreach & Promotion (cont'd)

Next Steps

- Even more community outreach
 - Utilize volunteers from that community
 - Identify community champions who can share the message
 - Trusted community leaders
 - Neighborhood associations
 - Elected officials
- Start marketing/outreach efforts early
 - Start summer promotion before school ends
- Encourage “buddy” system during summer
- Social Media

Outreach & Promotion (cont'd)

Sacramento Summer Meals Collaborative

- Bringing together sponsors, sites and community advocates within our community to identify strategies to increase summer meal participation

Marketing & Outreach Toolkit

- Developing to provide easy to implement strategies for summer meal sites to use to promote their program and engage their community

Summer in a Box

- Easy to implement literacy activities, physical activities and games

Summer Kick-Off Event

Strategies for Success

Motivate (and Maintain) Your Team

- Know your Team Members
 - State Agency Representative
 - Site Staff
 - Volunteers
 - Vendors
 - Service providers
- Focus on Teamwork and Common Goals
- Communicate Continuously
- Praise Often and Celebrate Success
 - New this Summer: Stipends for volunteers

United Way Healthy Meals Program

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